

Consistent and Effective Messaging in an Emergency

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“One Message, Many Voices”

Message Development



- Focused and relevant
- Highlight the key points
- Be consistent

Effective Tools



- Build your platforms
- Develop your audience
- Use all your tools

Solid Strategy



- Aggressively share, multiple times
- Use all your platforms
- Don't forget the media




Strong Execution



- Think mobile
- Platforms are unique
- Be visual and interesting

Fairfax County



- **1.2** million people, **395** square miles, **55** county agencies
- Fairfax County average  viewing time – **95** seconds
-  – **6,457,867** total impressions Jan. – June 2014
-  – **11.6** million reach in FY 2014
- Fairfax County Emergency Blog March 1-15 – **76,000** views

Hurricane Sandy



- “10 Ways to get ready for Hurricane Sandy.”
- “Hurricane Sandy is about to get worse.”
- “Instead of 24 minutes of dangerous winds like the derecho, it will be 24 hours of dangerous conditions.”

Hurricane Sandy is About to Get Worse

Posted 12:56 p.m.

Hurricane Sandy is about to get worse.

Think of the derecho storm with high winds in June that lasted 24 minutes. The winds we're about to experience beginning this afternoon are like the derecho, but they will last for 24 hours.



To paraphrase: **Instead of 24 minutes of dangerous winds, it will be 24 hours of dangerous conditions.**

Hurricane Sandy



- **384,651** Emergency Blog views
- **12,752** views of crowdsourcing map
- **1,494** re-tweets of county updates
- **997** instances of the #ffxstorm hashtag
- **346** questions from the public for Ask Fairfax online chat





Message Development +
Effective Tools +
Solid Strategy +
Strong Execution

= One Message, Many Voices



Questions/Discussion

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